



FEB 8 1962



# Alberta INDUSTRIAL NEWSLETTER

DEPARTMENT OF INDUSTRY AND DEVELOPMENT / Hon. A. R. PATRICK, Minister  
INDUSTRIAL DEVELOPMENT BRANCH / R. MARTLAND, Director

- CALGARY SKYLINE
- POTATO PROCESSORS
- INDUSTRIAL OPPORTUNITY
- CITY OF CAMROSE

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EDMONTON, ALBERTA, CANADA

FEBRUARY 1962

## Calgary Plans To Build New Industry Park

The City of Calgary will commence development in 1962 of a new 540-acre industrial park which is believed to be one of the largest dual-rail service heavy industrial areas in Western Canada.

The site is east of Ogden and south of Forest Lawn districts. It is primarily designed for heavy industries requiring a minimum of five acres although smaller projects can fit into a light industry zone which makes up ten percent of the total area.

Both CNR and CPR rail service will be available. Land prices have not yet been established.

The new industrial sector brings to five the number of city-owned and private areas to be developed in 1962. A 59-acre city-owned section in North Highfield is zoned for general light industry and special development purposes. It is served

## WESTERN CHEMICALS TO EXPAND; WILL PRODUCE CALCIUM CHLORIDE

Western Chemicals Ltd. are proceeding immediately with the construction of a plant to produce calcium chloride. This will be an addition to the Company's plant now manufacturing caustic soda and chlorine near Two Hills, Alberta.

This will be the first production of this useful chemical in Western

by CNR. A light industrial 40-acre site with CPR trackage, located in northeast Calgary, will also be developed by the city.

The privately owned areas include the proposed Skyline Industrial Park in the airport vicinity of North Calgary. It is 143 acres in area with heavy and light industry zoning proposed. An airport hotel is also in the plans for this project. CPR trackage is available.

The Canadian Pacific Railway is continuing planning and development of its Ogden Shops Industrial Area. It is zoned for heavy industry and comprises approximately 70 acres.

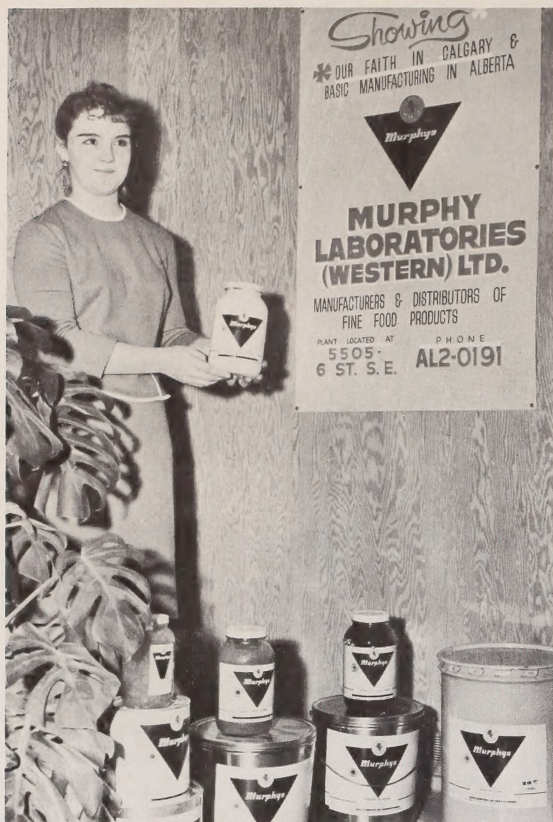
Canada. Initial operation is scheduled for the late summer of 1962.

The plant, which is designed to supply the Western market will be further expanded as conditions warrant. This operation will give some additional employment and will further diversify Alberta manufacturing.

Calcium chloride is used for such purposes as:

- Ice control of highways, streets and walks
- Low temperature refrigeration brines
- Tractor tire filling
- Drying agent for gases
- Dehumidifying Agent for damp basements and storerooms
- Acceleration and curing of concrete
- Dust control and surface consolidation for roads and highways.





## Calgary Food Producer Serves Prairie Market

Newcomer to the Calgary manufacturing scene is Murphy Laboratories (Western) Limited, producers of bulk food products for the commercial and institutional trade.

The new concern manufactures and distributes a complete line of specialized food products such as soup bases, pie fillings, fountain supplies and a limited number of bar and kitchen items. As many raw products as possible are purchased from Alberta sources although nearly all fruits are brought in from British Columbia.

The company was formed in late 1960 by two native Albertans, R. J. Merritt, President, and D. G. Atkinson, Sales Manager. Production commenced in May, in leased 3,000 square foot quarters at 5505 - 6 St. S.E., Calgary.

Seven persons are employed in the firm's operations. The annual payroll will approximate \$24,000 while sales volume is estimated at \$180,000 per year. Sales are handled through jobbers who service prairie accounts. •

## Canada Packers Buys Southern Alta. Cannery

In its second major move to establish in the agriculturally rich irrigation areas of southern Alberta, Canada Packers recently announced purchase of the controlling stock of the Alberta Canning Company.

Alberta Canning operates a modern vegetable cannery at Magrath and a new vegetable, quick-freezing plant at Lethbridge. One year ago Canada Packers opened a million dollar cattle processing plant at Lethbridge. Dressed beef carcasses are shipped from the plant to markets as far away as Montreal.

The name of the existing company will be retained under the new management. At the present time the firm cans and quick-freezes peas, beans, corn, mixed vegetables, peas and carrots and diced carrots. In addition the company cans potatoes, pumpkin and pumpkin pie filler, beets, pork and beans and red kidney beans.

Most recent addition to its line of processed vegetables is quick frozen french fried potatoes.

Production at the southern Alberta plants will continue under the "Goodness Me," "Tiny Teddy" and "Mighty Mammoth" labels. Canada Packers operates extensive vegetable processing plants throughout Canada, packaging mostly under the York Farms label. •

## Industry Can Benefit From Research Council's Technical Sleuthing

Technical Information Service has been established by the Provincial and Federal Governments to provide assistance to persons or firms in the fields of manufacturing, production and wholesale. This information can pertain to any problem or project encountered in present business operation or ventures. It is obtained locally or through the National Research Council in Ottawa who cooperate with various research and testing centers throughout the world.

T.I.S. Report No. 21 entitled "Manufacture of Concrete Building Units" is an example of publications available. This report discusses the manufacture of concrete masonry units, plant layout, materials and methods of construction, suppliers of necessary equipment and a 38 title bibliography.

A list of the many reports available, can be obtained from the Technical Information Service, Research Council of Alberta, 87th Avenue and 114th Street, Edmonton, Alberta. Phone: GE 3-6421. •

Authorized as Second Class Mail,  
Post Office Department, Ottawa.



# SKYLINE DEVELOPING IN CALGARY

The expansion of the business sector of the southern Alberta city of Calgary since 1957 has been noticeably slanted in one direction: Up.

A recent survey of construction of major office buildings five storeys or more in height revealed that 17 structures, with a total height of 153 storeys, were built or were under construction in the 1957-1961 period. Total cost of the 17 buildings is in excess of \$40,000,000.

Tallest structure in Calgary at the present time is the recently completed 20-storied Elveden House. It will be overshadowed by the 22-storied Penthouse Towers, a combination office and apartment building slated for completion in 1963.

Recently announced proposals include a 12-storey Imperial Oil Building, and a ten-storey Texaco Building, an architect's drawing of which is seen here. Construction is expected to begin on these projects this year.



## Hand-Crafted Teak Furniture Made In Calgary



Original in design, hand-crafted teak furniture is being produced on a limited scale by the Sun Valley Chair and Furniture Company in Calgary. Danish craftsman Jens Thomsen who emigrated to Canada in 1954 after 17 years with a large furniture manufacturer in Denmark, is turning out a variety of contemporary furniture for home and office. He plans expansion as warranted by the demand for products and is presently working alone. In the accompanying photograph Mr. Thomsen is shown finishing a teak, nine-drawer, dining room buffet. Table and chair set is in the background. The plant, which has been in operation since May, is located at 211 - 6 St. S.W. Calgary.



# Southern Alberta Farm Economy Receives Boost With Completion of Potato Processing Plant

More than \$1,000,000 annually will be added to the farm economy of southern Alberta's irrigation areas as the result of the opening of the Sun-Altta Potato Processors Ltd. plant at Taber.

The Sun-Altta plant, only one of its kind in Western Canada, and one of three in the whole of Canada, will manufacture instant mashed potatoes, dehydrated slices for scalloped potatoes or for frying, and dehydrated diced potatoes for use in soups and salads. Hand-selected "baker" potatoes of eight to nine ounce size and wrapped in aluminum foil will also be packaged, primarily for markets in Eastern Canada.

Operating at full production capacity the plant will use 125 tons of fresh potatoes daily. An estimated 4,000 acres of "Netted Gems" planting will be necessary to meet requirements. In 1961 there were approximately 9,000 acres of land devoted to production of commercial potatoes in southern Alberta.

The new Alberta industry was formed following a 1960 tour by

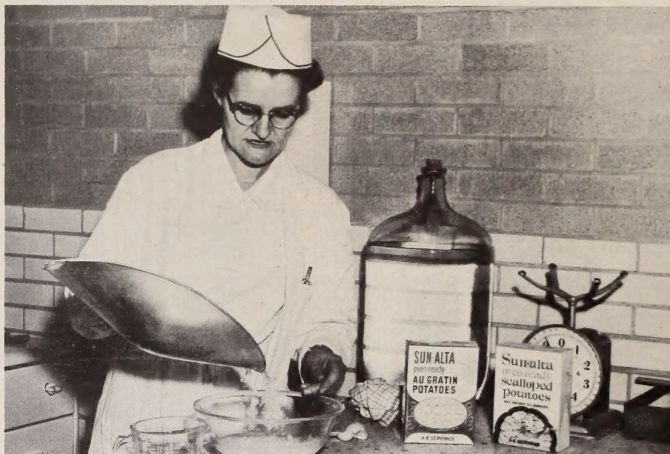
some 60 southern Alberta Chamber of Commerce members and individual potato growers of the State of Idaho's famous potato growing and processing areas.

A group of Albertans closely investigated the potential and prospects of a large scale potato in-

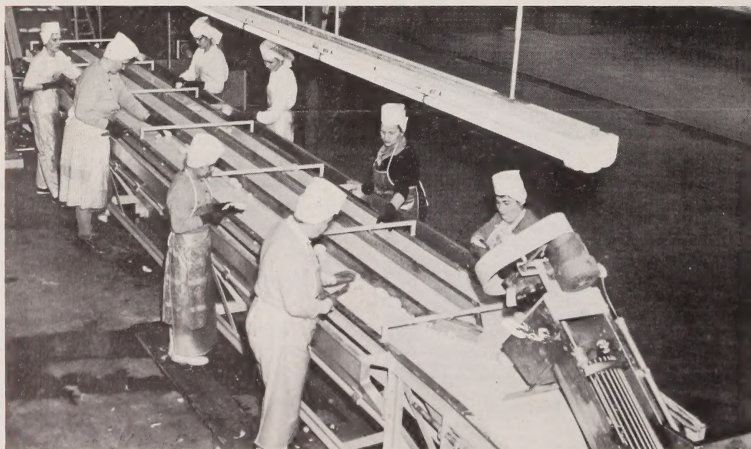
dustry in Alberta and found that soil conditions and climate produced potatoes above-average in quality. Tests this past year have proven that Alberta potatoes have a "dry-matter" content averaging 23.5 percent compared to just under 20 percent for commercially grown potatoes in most areas of North America. The high solid count is extremely important in a dehydration process because processed yield is in direct ratio to the solid count of the raw product.

The Sun-Altta Company was formed in late 1960 with a two-family Taber group backing the venture. President is Alfred F. Oseen while S. Arnold Odland is vice-president and general manager.

A \$1,000,000 plant was constructed on a 113-acre site on the outskirts of Taber. The main production building is 320 feet long and 80 feet wide while attached office space is 100 feet in length and 25 feet in width. Storage for 1,600 tons of potatoes is provided in the huge structure.



*Tests are continually conducted during the production process to ensure maintenance of a high standard of quality. Actual taste tests are among those conducted.*



*All potatoes passing through the plant are double checked to ensure no damaged potatoes pass through the automatic processing section.*

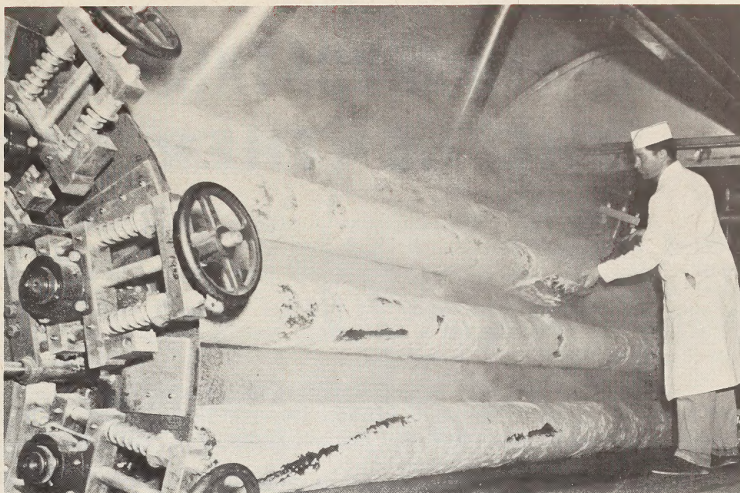


The building was completed in late 1961 and production tests begun early in the New Year. In initial runs the Taber plant has achieved a finished product yield of from 250 to 300 pounds of dehydrated potatoes per ton of raw material.

There are two production lines at the plant—one for processing mashed potatoes and the other for sliced and diced potatoes. Instant mashed potatoes are manufactured by the Asselbergs Process under license from the Canadian Patents Ltd., a crown corporation which holds the patent.

Potatoes for both production lines are flumed from storage bins to hoppers and a conveyor belt system where damaged or rotted potatoes are culled. Processing lines are completely automatic.

Laboratory tests are taken periodically to ensure maintenance of a high standard of quality. Tests conducted include examination for content of moisture, starch and sugar. Lab experiments are also being conducted on twelve basically potato casserole dishes which may be dehydrated.

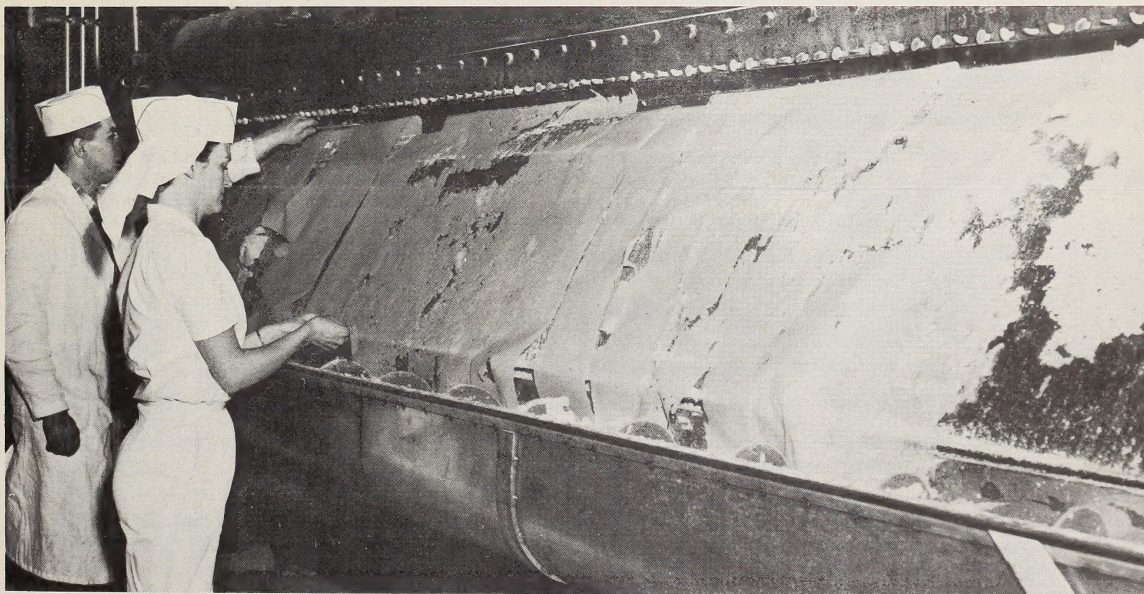


*Cooked and already mashed potatoes are rolled and compressed on this huge machine.*

Some marketing will be handled by the manufacturers under the "Sun-Alta" brand although most will be by distributors throughout Canada. Bulk shipments are made in 300-pound lots while 30-ounce and 64-ounce packages will be used for the direct retail trade.

The Sun-Alta plant is operating on a 24-hour, seven days a week basis and employs up to 100 persons. In addition to the \$1,000,000 annual expenditure on raw product, the company will contribute more than \$100,000.00 annually to the Taber district economy through payment of wages and salaries. ●

*Dehydrated mashed potatoes come off the roller in paper thin sheets. Once crushed, they are ready for shipment.*





# ALBERTA INDUSTRIAL OPPORTUNITIES

## THE LEATHER INDUSTRY

In 1959, the leather industry in Alberta had total sales estimated at \$1.5 million. There were a total of 18 firms in operation of which four were tanneries; four manufacturers of boots and shoes; one leather glove and mitten manufacturer and nine manufacturers of miscellaneous leather products.

Of the four tanneries in the province, three are engaged almost entirely in custom tanning. The remaining tannery is engaged in commercial tanning and only a very small portion of its production is made up of custom work.

The boot and shoe manufacturers in the province are either individual or family operations. They serve only a portion of the local market. The one leather glove and mitten manufacturer located in Alberta began operations to serve the local market. Today, the quality products of this firm are being sold successfully throughout western Canada.

There is little information available regarding the market area served by the nine firms engaged in the manufacture of miscellaneous leather products. Because of their small size and limited resources, it is felt that they serve only a portion of the local market. However, there may be some exceptions.

The Canadian Trade Index (1961 edition) lists only seven leather footwear manufacturers in western Canada with more than local distribution. Four of these firms are in Manitoba, while the remaining three are in British Columbia. There are fewer than 10 small leather footwear manufacturers distributed throughout British Columbia, Alberta and Manitoba, none in Saskatchewan.

### **The Alberta and Western Canada Market:**

Canadian per capita consumption of leather footwear in 1960 was 2 pairs of shoes per year for men, 4 pairs for women, and 3 pairs for children. For the purpose of this report, it is assumed that these ratios apply equally to each province of Canada when considered separately.

On this basis it is estimated that 3.8 million pairs of all types of leather footwear were consumed in the Province of Alberta alone in 1960. This total is made up of approximately .9 million pairs of men's, 1.6 million pairs of women's and 1.3 million pairs of children's boots and shoes.

The western Canadian market consumed approximately 14 million pairs of all types of leather footwear in 1960. Of the 14 million pairs, 3.3 million pairs of leather boots and shoes were consumed by men, 6.1 million pairs by women and 4.6 million pairs by children.

In comparison, total Canadian boot and shoe consumption was estimated at 39.4 million pairs.

It is apparent that there are opportunities to establish a leather boot and shoe industry in the Province of Alberta. A major manufacturer coming into the province should evaluate the following factors:

1. The Alberta as well as the western Canadian market is growing rapidly.
2. Alberta is ideally situated to serve the western Canadian market—
  - It is centrally located.
  - It has excellent distribution facilities.
  - Raw materials are available locally.
  - Fuel and electricity are readily available at low costs.
3. There are no major producers of leather boots and shoes in western Canada at this time.
4. High transportation costs are included in the price of shoes manufactured in eastern Canada and sold in western Canada.

More detailed information on this Alberta manufacturing opportunity has been prepared by the research organizations of the Alberta Department of Industry and Development. Complete data is available on writing Richard Martland, Director, Industrial Development Branch, Department of Industry and Development, Edmonton, Alberta.



# CITY OF CAMROSE

**Location:** Section 2-47-20-W4. The city is 26 miles east of Wetaskiwin on Highway No. 13 and is served by the CNR and CPR.

**Altitude:** 2,430 feet.

**Temperature:** Mean summer, 53 degrees F; mean winter, 18 degrees F, and mean annual, 36 degrees F.

**Rainfall:** Average annual rainfall, 12.10 inches; average annual snowfall, 45.8 inches; average annual total precipitation, 16.2 inches.

**Geology:** The area is underlain by non-marine rocks of the Upper Cretaceous age (Edmonton formation) which consist of bentonic sandstone, shales, thin seams of bentonite and coal. Glacial meltwaters were channeled through a deep valley a few miles south of Camrose and this area contains a large quantity of glacial gravel on high level benches on the valley sides.

**Soil:** Camrose is in the black soil zone. There is sufficient annual precipitation, resulting in few droughts. Vegetation is classed as parkland with deciduous trees predominating. The soil profile includes a very black to very dark brown surface horizon averaging 12 to 14 inches in depth. The lime layer is usually found 30 to 40 inches below the surface. Soils in this zone are the most fertile in the province. Mixed farming predominates.

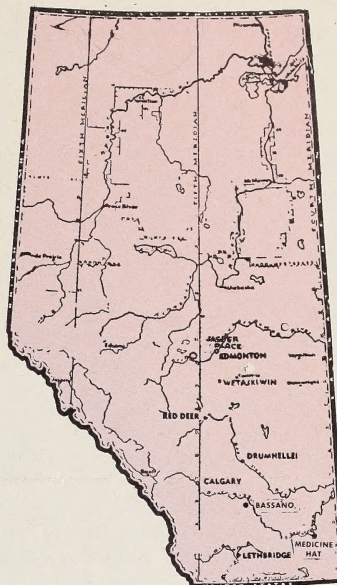
**History:** The community was originally known as the hamlet of Sparling; the name was changed on incorporation as a town in 1906. Camrose became a city on January 1, 1955. Rail service was pushed through from Wetaskiwin in 1905 following which the area became well settled.

**Living Conditions:** The city lies in a valley through which Stoney Creek flows on its way to join the Battle River. New modern stores flank the wide main streets. Residential areas are well treed and homes attractively kept. Modern schools offer courses from grades 1 to 12, and 15 churches adequately meet the spiritual needs of the residents. Excellent facilities for both summer and winter sports are available.

**Administration:** The city is governed by a mayor elected to terms of two years' duration, and eight aldermen, four elected each year to two-year terms. Policies set by council are carried out by a city clerk and his staff. The Camrose Industrial Advisory Committee assists the city council in planning for industrial development.

**Laws and Regulations:** The National Building Code of Canada regulations have been adopted by the city. Electrical and sanitary installations must meet provincial requirements and gas installations must comply with a city bylaw. Police protection is provided by a force of a chief and ten constables.

**Fire Protection:** A brigade headed by a chief, with 26 volunteer firemen has at its disposal adequate equipment to provide efficient fire protection.



CAMROSE,  
ALBERTA

**Tax Structure:** The mill rate in 1961 was 60 mills comprising 26¼, municipal; 30½, school, and 3¼, hospital. Total assessment of \$9,267,855 was made up of land, 100 percent of value, \$1,430,635; improvements, 100 percent of fair value, \$7,322,740; business, \$280,680; and electric light and power, \$233,800.

**Areas:** City area, 1,870 acres; streets and lanes, 126 acres; public parks and playgrounds, 55 acres. There are 45.82 miles of streets and lanes all of which are hard-surfaced or gravelled. There are 14 miles of asphalt sidewalk and 22 miles of concrete sidewalks.

**Sewer and Water Main Mileage:** A newly enlarged sewer and water system is designed to accommodate a city population of 25,000. At present there are 4.60 miles of storm sewers; 24.9 miles of sanitary sewers; 24.83 miles of water mains.

**Power:** Three phase 60-cycle power is supplied under a franchise by Calgary Power Ltd.

Domestic service—first 20 kwh or less per month, \$2.30; all over that amount, 1½ cents per kwh. There is a 30-cent prompt payment discount.

Commercial service—service charge of 60 cents per month for the first 500 watts of installed capacity and 20 cents per month for each additional 250 watts of installed capacity. Energy charge is 6 cents per kwh for the first 50 kwh per month per kw of installation; next 150 kwh per month per kw of installation, 2 cents per kwh, and all over 200 kwh at 1½ cents per kwh.

Power Service—service charge of \$1 per month per kva of installation. Energy charge for the first 100 kwh per month per kva of installation is 3½ cents per kwh with all additional at 1 2/3 cents per kwh.

Special rates for specific large industrial plants are available and will be quoted on request.



**Water:** Is supplied under franchise by Calgary Power Ltd. The city has sufficient water supply to meet the demand of industry as well as residential consumption. Piped from a nearby lake, the water is filtered and stored in two 500,000 gallon reservoirs. A third ground reservoir has a capacity of 130,000 gallons and there is a 100,000 gallon elevated tank.

**Natural Gas:** Is supplied by Northwestern Utilities, Ltd. General rate charge for the first 20 therms or less is \$3 per month. All additional therms, 4.3 cents per therm.

Optional rate available on contract to consumers whose annual consumption is not less than 11,900 therms has a fixed charge of \$20 per month plus commodity charge of 2.5 cents per therm.

An optional high load factor rate is available on annual contract to all customers whose annual consumption is more than 100,000 therms and whose total consumption during the six meter reading periods May-October is not less than 40 percent of their total annual consumption. Fixed charge is \$20 per month plus 22 cents per therm of maximum 12 hour demand plus commodity charge of 1.5 cents per therm.

**Other Fuels:** L.P. gas is available at 15 cents per gallon or \$6.50 per 100-pound cylinder. Diesel fuel, 17 cents per gallon winter grade and 15 cents per gallon summer grade. Coal is available from nearby strip mines.

**Local Resources:** Wheat, oats, barley, rye, flax, grass, rapeseed, legume seed, coal, oil and gas, sand and gravel, honey, livestock, poultry.

**Government Services and Offices:** Federal—Post Office, militia unit, customs, RCMP, Veterans Affairs district office, Veterinary.

**Provincial**—Court House, A G T, Treasury Branch, school division, agricultural extension, fish and game warden, electrical and gas inspectors, driver examinations, health unit, old folks' home, Oil and Conservation Board.

**Municipal**—City hall, fire hall, city police, recreation director, municipal library, public and separate school administrations.

**Health Services:** A 100-bed, 18-bassinet hospital is operated by the Sisters of Charity. Public ward rates, Canadian residents, \$1.80; non-residents, \$13 per day. The 100-bed Bethamy Home and Hospital has 50 beds reserved for chronic patients. A provincial mental hospital for the aged has 500 beds. There is also a 50-bed, provincially operated home for senior citizens. A health unit is headquartered at Camrose.

There are nine physicians and surgeons, four dentists, two chiropractors, six veterinary surgeons, five drugstores, three optometrists, one dental laboratory and one dental mechanic, two ambulance services and two funeral parlors.

**Transportation:** CNR and CPR branch lines from Edmonton. Motor bus service. Truck transport, two taxi stands. Licensed small craft transport.

**Communication:** Camrose Canadian, weekly; Camrose Booster, weekly; local 10,000-watt radio station, CFCW; CN and CP telegraphs; Edmonton and Red Deer radio and TV stations.

**Financial Facilities:** Bank of Montreal, Royal Bank of Canada, Canadian Imperial Bank of Commerce, Toronto-Dominion Bank, Treasury Branch, Credit Union.

**Hotels:** Alice, 52 rooms; Arlington, 42 rooms; Windsor, 26 rooms.

**Motels:** Johnsons, 14 units; Star Dust, 12 units; Edora, 10 units. All rated 4-star. One serviced trailer park.

**Churches:** Roman Catholic, Greek Catholic, United Church, Anglican, Baptist, Pentecostal, Grace Lutheran, Evangelical, Church of God, Bethel Lutheran, Mission Covenant, Salvation Army, Jehovah's Witness, Seventh Day Adventist, Church of the Nazarene.

**Service Clubs:** Rotary, Kinsmen and Kinettes, Canadian Legion, Chamber of Commerce, Junior Chamber, Business and Professional Women's Club, Lions and Lionesses, Ladies' Auxiliary to Canadian Legion.

**Education:** Grades 1 to 12 are taught in the public and separate school systems with a total of 1,500 students. Camrose Lutheran College provides instruction grades 10 to 12 and first year university as well as commercial courses. Alberta Bible Institute provides senior matriculation and religious instruction. Lutheran Bible Institute offers a short course in theological instruction.

**Cultural Activities:** There is a 10,000 volume library, several qualified music and voice teachers, school and city band, choral groups and active recreation program including athletics, drama, art, and handicrafts.

**Sports Facilities:** Covered artificial ice arena and curling rink, ski jump, golf course, swimming and wading pools, rifle range, tennis court, picnic facilities, seven Kinsmen playgrounds.

**Industrial Development:** Camrose Tubes Limited, manufacturers of big-inch pipe up to 42 inches in diameter, employ up to 350 persons. Another pipe mill is to be constructed in 1962. The Alberta Wheat Pool seed division processes ten million pounds of grass and legume seed for markets throughout the world. Other large industries include Byers Flour Mills, Camrose Electric Controls, N.A.D.P., Imperial Sash and Door, Newsome Concrete Products, Camrose Collieries, Ness Dairy. Excellent serviced sites are available.

**Trading Area:** North, 25 miles; west, 18 miles; south, 35 miles; east, 120 miles.

**Population:** Trading area, 60,000. City, 6,924. •

For further information about Camrose write

**City Clerk  
City of Camrose  
Camrose, Alberta**

or

**R. MARTLAND  
Director of Industrial Development  
Department of Industry and Development  
502 Administration Building  
Edmonton, Alberta**